

Greenbriar Mall Livable Centers Initiative

INTRODUCTION

To help foster greater livability in towns and employment centers in our region, the Atlanta Regional Commission (ARC) developed the Livable Centers initiative (LCI). LCI provides seed money to communities that are working to enhance livability and mobility for their residents. In 2000, the City of Atlanta was awarded an LCI grant to study the Greenbriar Mall area, which has existing infrastructure and under-utilized parcels around the regional mall. The study was completed with the consulting services of PBS&J, Gibbs Planning and Robert Charles Lesser & Co., and engaged the community in a series of planning workshops. Following are the goals and recommendations that are the result of this study.

The Greenbriar Mall study area is defined by Maxwell Road and the city limits on the east (bordering East Point) and south to North Camp Creek Pkwy, up Stone Road and Barge Road to Campbellton Road on the west, to I-285 north to Mt. Gilead Road.

VISION AND GOALS

Community Goals and Desires

Based on input from area residents during public meetings, several desirable and undesirable land uses were voiced. The most desirable land uses mentioned during these public meetings included a satellite college campus (at the old Delta building), small offices, family entertainment, community center, full-service sit-down restaurant, and public green space or parks. The most undesirable land uses included a liquor/wine store, convenience store, fast food, auto parts and auto dealers, gas stations, and industrial/warehouse development. A summary of the public input to positive land uses is included below.



Residential

- Quality rental apartments (i.e. Post Properties)
- Town homes/condos, more options for young people
- Some felt senior's housing is acceptable
- Public green space/parks are needed
- Live-work residential units, possibly above retail
- No additional subsidized housing

Retail

- Better mix of quality retail
- Regional serving is preferred
- Keep Greenbriar Mall
- Nicer restaurants and entertainment uses
- Niche or boutique style retail should be considered.

Employment

- More employment in the area to support the retail
- Using the Delta building as a call center is acceptable.

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GREENBRIAR MALL LCI DEVELOPMENT CONCEPT PLAN

Estimated demand
for new construction
within the LCI study area:

Use	Build-out	years
Open Space	45.5 ac.	n/a
Houses	188	2
Condo/Town	377	8
Apartments	943 units	4.7
Retail	948k s.f.	5
Office	224k s.f.	6
Hotel	100 rooms	n/a



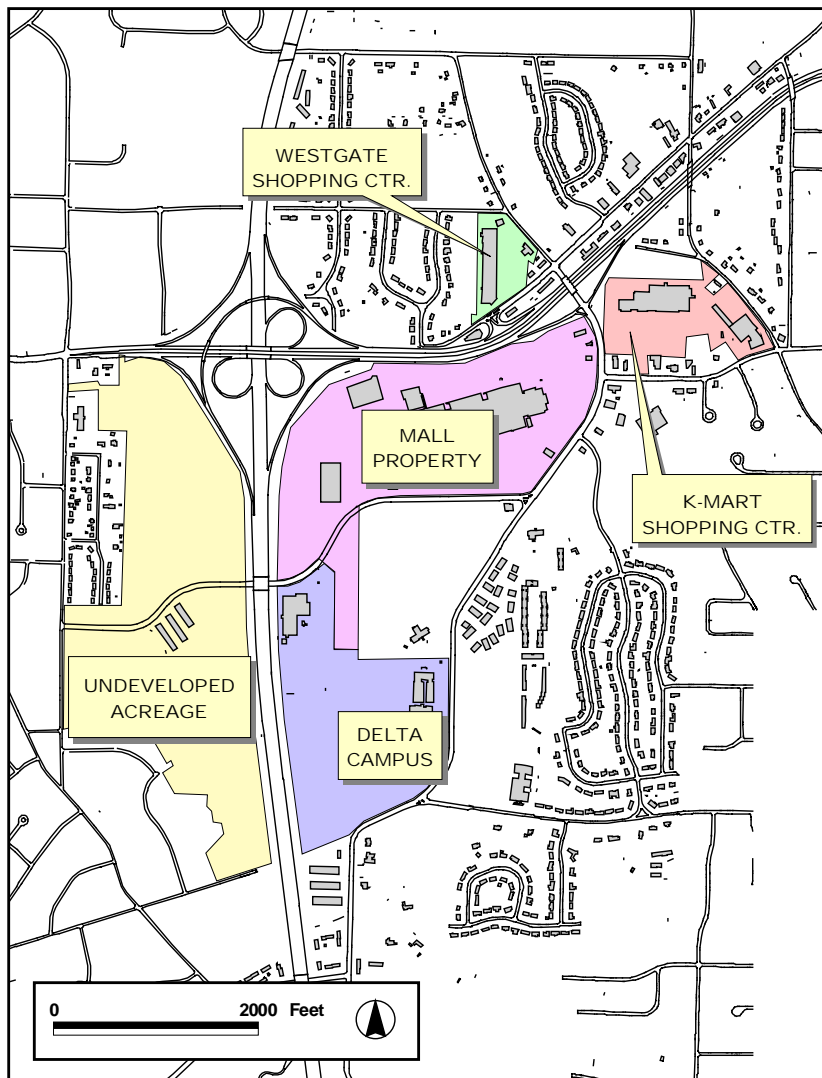
CONCEPT PLAN

The twin issues of urban design and real estate market potential frame the opportunity for the redevelopment of the Greenbriar mall into an economically and socially vital mixed-use town center.

Key Concepts

- Defining walkable neighborhoods – and neighborhood commercial centers.
- Creating an interconnected street network that supports pedestrians as well as shorter local auto trips and transit
- Proposing a mix of land uses, particularly higher density housing in a range of new housing types reflecting changing demographic needs and community desires.
- Creating a new network of public squares, parks, community focal points, and natural open spaces.

The design team described the final concept agreed upon by the stakeholders as follows:



The Town Center – The Greenbriar Mall Area

Develop excess parking on south side of mall with two-story commercial buildings that have storefronts facing a pedestrian-friendly street leading from the mall to the new town center on Greenbriar Parkway.

Add larger anchors to the mall (e.g. Target), possibly replacing smaller under-leased spaces. Landscape parking lots, incorporating “avenue” qualities and maximizing connectivity to other activity centers (including theaters). Develop entertainment “district” with more restaurants near theaters.

The Southwest Neighborhood - “Delta Property”

Develop acreage on this property into mixed-income residential neighborhood on higher-density lots organized around public greens. Include town homes, apartments, stacked flats, condos and small-lot single-family cottages. The local street network should provide easy access to the Town Center and transit facilities. Market existing buildings to institutional tenants.

The Northwest Neighborhood - The Westgate Center

Redesign the interchange of Campbellton Road, Langford Freeway and Greenbriar Parkway/Mt. Gilead for safer and easier access. In place of the old shopping strip, a new neighborhood commercial area should be developed to serve the residents north of Langford Freeway with retail and professional services situated around a public square when market conditions dictate.

The Northeast Neighborhood - Campbellton Road

Redevelop and revitalize automobile-oriented uses along the south side of Campbellton Road, and develop a village center and neighborhood greenspace on the north along Childress Dr. Infill single-family homes on the rest of the block, while creating a link between the village center and the Kimberly and Therrell schools on Panther Trail.

Headland Drive Corridor - Kroger / K Mart

Expand K-Mart shopping center with new retail spaces forming streets and blocks, while enhancing the pedestrian connection with the Kroger store and other retail on the south side of Headland Drive. Develop town homes and apartments on the site of the Flea Market.

The West Neighborhood - I-285 west to Barge Road

Develop medium-density townhouses and apartments along with mixed-use commercial on a street network that will improve pedestrian and automobile traffic throughout the community. Ease the transition into the existing neighborhoods with new single-family houses.

IMPLEMENTATION STRATEGY

Atlanta Development Authority - promotes development of major projects, including housing and economic development initiatives.

The City of Atlanta - open space acquisition initiative

The City of Atlanta – **\$2.36 Million** of Quality of Life Bond

Atlanta Regional Commission - committed to provide funding for implementation of plan elements related to transportation.

ARC - **\$11.9 Million** in 5-Year Transportation Improvement Projects

Atlanta Regional Commission - Livable Center Initiatives program outlines strategies for funding scheduled improvements to supplement the potential funding from the LCI program.

City of Atlanta - update Comprehensive Plan to reflect any new urban design and zoning regulations:

Changes To Comprehensive Plan

1. Change designation of the mall area parking lot from low density commercial to mixed-use category (requires a minimum of 20% residential)
2. Change Southwest quadrant of SR 166 and I-285 to multi and single family uses from low density commercial.
3. Change area on the south side of Greenbriar Parkway and west side of I-285 from low density commercial to multi family (medium or high density residential allows up to 34 units per acre)
4. Preserve all floodplain areas as open green space along the entire south end of the study area
5. Change portions of the office institution designation at the Delta facility site to single family, multi-family, mixed use and non-religious civic use.
6. Change area on the southwest corner of Greenbriar Parkway and Continental Colony Parkway from low density commercial to mixed use.

Potential Urban Design and Zoning Regulations

1. Development must meet a build-to line of 30 feet from the back of curb, rather than a setback line
2. Primary building entrances must face onto the sidewalk and street
3. Only one curb cut is allowed per business
4. Encourage shared parking; require connections between parking lots and sidewalks
5. Require a 10' landscape buffer around the edge of parking lots adjacent to residences
6. Require a 5' landscape buffer around the edge of parking lots adjacent to streets
7. Prohibit blank walls at building façade
8. Require natural building materials, such as stone, wood, slate, or Georgia red brick. Do not allow any artificial or industrial materials such as aluminum

9. Require pedestrian scale monument signs with natural materials (9 foot maximum from ground to the top of sign support)
10. Sidewalks will be required along all streets
11. Buildings will have a 5' pedestrian zone along three sides
12. Require large developments to provide usable open space in the form of courtyards or plazas
13. Provide bicycle racks at activity centers and major developments
14. Provide pedestrian level lighting at a height of ten (10) feet or less near building entryways
15. Building height shall not exceed 3 stories unless visibility from the highway is an issue
16. Prohibit billboard signs
17. Loading/service areas including refuse containers should be out of public view and not front onto a primary street
18. Mechanical equipment on roof must be screened from public view
19. Place 50% of the parking either in the rear of the building or within the building structure
20. Building height on parking structures will be limited to 2 stories. The two-story maximum applies to stand-alone structures as well as parking within mixed used buildings.

GREENBRIAR LCI - QUALITY OF LIFE BOND PROJECTS, TRANSPORTATION IMPROVEMENT PROJECTS, AND REGIONAL TRANSPORTATION PROJECTS

